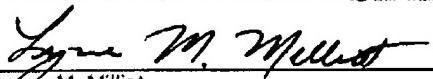


Application No. 10/057,413

Atty Docket No. CLAR 1017-1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Anthony G. Martin et al.

Application No. 10/057,413

Confirmation No. 8375

Filed: 25 January 2002

Title: **System, Method and Computer Program Product for Presenting Information to a User Utilizing Historical Information About the User**

Group Art Unit: 2142

Examiner: Hai V. NGUYEN

CUSTOMER NO.: 22470**POWER OF ATTORNEY BY ASSIGNEE TO EXCLUSION OF INVENTOR UNDER 37 C.F.R. § 3.71 WITH REVOCATION OF PRIOR POWERS**

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The undersigned ASSIGNEE of the entire interest in the above-identified application for letters patent hereby appoints:

The attorneys and agents associated with **Customer No. 22470**

to prosecute this application and transact all business in the United States Patent and Trademark Office in connection therewith and hereby revokes all prior powers of attorney; said appointment to be to the exclusion of the inventors and the inventors' attorneys in accordance with the provisions of 37 C.F.R. §3.71.

Page 1 of 2

Application No. 10/057,413

Atty Docket No. CLAR 1017-1

The following evidentiary documents establish a chain of title from the original owner to the Assignee:

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- the Assignment recorded on 01/25/2002 at Reel 012580, Frame(s) 0990; and
- the Assignment recorded on 04/23/2004 at Reel 015254, Frame(s) 0548.

Pursuant to 37 C.F.R. § 3.73(b) the undersigned Assignee hereby states that evidentiary documents have been reviewed and hereby certifies that, to the best of Assignee's knowledge and belief, title is in the identified ASSIGNEE.

Direct all telephone calls to Ernest J. Beffel, Jr. at (650) 712-0340.

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Ernest J. Beffel, Jr.
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Date: 3/21/06 ASSIGNEE: CLARIA CORPORATION
Signature: 
Name: Scott Vandevelde
Title: President & Chief Executive Officer

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Application Number	10/057,413
Filing Date	25 January 2002
First Named Inventor	Anthony G. Martin
Art Unit	2142
Examiner Name	Hai V. Nguyen
Attorney Docket Number	CLAR 1017-1

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Date 21 March 2006

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